

Request for Quotes: Video Production
Upper Savannah Council of Governments
For SC Works Centers

DUE: MAY 11, 2022, at Noon, Eastern Standard Time

**Must be received at Upper Savannah Council of Governments,
430 Helix Road, Greenwood SC 29646 or by
Sandra Moore, smoore@uppersavannah.com**

Type of Solicitation: Competitive: Best value with price 40% of the scoring criteria.

Summary: Upper Savannah Council of Governments intends to enter a contract for professional video production services to create a six-to-eight-minute orientation video for South Carolina Works Centers. Additional products may be created with video through the contract. The project will include three shoot days at different locations, editing, close captioning and a script voice over.

Introduction and Background:

While there is a national labor shortage, there are individuals who want to work but do not have the necessary skills to earn a living wage. Also, unemployment is a hardship. SC Works seeks to connect job seekers with employers and address skill gaps. The orientation video will provide an overview of services available to those who have been laid from work.

Project Description:

Upper Savannah is seeking a video production company to shoot, edit and finalize video content. This will be for the creation of a six- to-eight-minute-long orientation video that can be edited to suit a statewide audience and a local one. This includes:

- 1) Three shoot days at different SC Works Center locations and/or employer facilities. The locations will be Spartanburg, Aiken or Greenville, and Laurens. The company will need to have availability for times between 9:00 a.m. to 4:00 p.m. for each shoot day. Upper Savannah will be responsible for identifying locations and scheduling
 - a. B-roll footage at each location from a list provided to them by Upper Savannah. This will include but is not limited to, client interactions with staff, training, and use of technology in the centers and footage of workers. The script is included as Attachment B. A sample shot list is Attachment C.
 - b. Three interviews/short sound bites taken at each location of Works Centers of representatives and clients. This will be nine in total for all three locations.

- 2) A professional voice over for the video script of the orientation video. The script is attached to this solicitation.
- 3) Collaboration with the production company and Upper Savannah to ensure that the script will line up with the footage. Suggestions and advice are encouraged; however, any changes or revisions must be approved by Upper Savannah.
- 4) Creation of graphics according to brand standards. Logos and required elements are included as Attachment D.
 - a. Intro graphics.
 - b. Animated graphics and transitions for main talking points.
 - c. Ending graphics that compliment call to action. Website and phone number. There will be six endings, a universal ending, and a unique ending for each of the five workforce areas.
 - d. This video will need to be closed captioned.
- 5) Additional Content
 - a. If stock images/footage are used, rights must be obtained.
 - b. Music must either be free of copyright or purchased.
- 6) Using the b-roll that was taken at works centers, additional b-roll that is provided by Upper Savannah, graphics, and other creative content to edit and create the final products.

Requirements:

1) Equipment requirements: (all equipment must be provided by production company)

- High quality 4K video cameras.
- High quality audio recording systems and mics.
- Lighting equipment.
- Tripods and a handheld steady cam (gimbal etc.).
- Quality video editing software with the ability to meet all of the graphic, transition, and video requirements. This may include, Adobe Premiere, Davinci Resolve, Final Cut Pro, Avid.

2) Technical requirements:

- Videos must be webcast quality, able to be reduced or expanded in size without diminishing quality, and in a file format for use within app, website, and social media platforms.
- Have the capacity to have at least two videographers on site for the shoot for Greenville/Spartanburg. One videographer is required the other two days.

- Have been established as a business for at least two years and able to do business in the state of South Carolina. Must not be on the federal debarment list. The organization must comply with all federal, state and local laws/regulations.

3) Contract requirements:

- The video producer should have an initial creative consultation meeting with the Upper Savannah representative overseeing the project. The video producer is expected to be in contact with the designated Upper Savannah representative throughout all phases of the project by providing frequent updates, either verbally or by email.
- Collaboration with the video producer and Upper Savannah to ensure that shots taken at Works Centers will line up with the provided script and to make revisions as necessary.
- Voice overs will need to be approved through Upper Savannah before making final selection.
- Video producer will be responsible for all project management, leading the work and achieving project goals given scope, time, and budget.
- Budget and price of the orientation video should be all inclusive to include, travel, shooting time, editing time, purchase of additional content (music, graphics, stock footage), hiring of talent.
- The start date for the production should not exceed 45 days after contract execution.
- The production company will be required to provide the final product one month after last shoot day pending client cooperation.
- Upper Savannah will be the owner of all raw video footage taken in relation to this project including the b-roll taken at Works Centers. This content will need to be delivered to Upper Savannah for payment. Footage may not be used for other projects without written Upper Savannah permission.
- The production company should take care not to include identifiable images of individuals without a signed a release form. **This is especially important for job seekers who may be in centers.** The production company is responsible for documenting release authorization and the release information forms should be submitted with the final payment invoice. Upper Savannah may require additional footage to be shot at the production company's expense if content obtained is unusable due to missing release forms. It may be more efficient to use actors for the shoot day at the Greenville/Spartanburg location. If talent will be utilized, it should be included in the budget.

- Upper Savannah holds the right to cancel the contract if the requirements are not being met according to the guidelines. In this case, Upper Savannah will only have financial responsibility for the payment points completed. If a portion of the three days of filming was not completed that portion may be prorated.

Payment – Upper Savannah will pay invoices monthly. Invoices for previous month should be received no later than the 5th of each month for payment by the 15th, or by the 20th of the month to be paid by month end. Before the first payment is made, Upper Savannah must ensure the contractor has workers compensation insurance if applicable. A W-9 form must be submitted.

Summary of Upper Savannah Workforce Development Procurement Policies Which Apply to This Solicitation

1. **Public Announcement** – Procurement announcements are listed on the Upper Savannah website. The South Carolina Business Opportunities (SCBO) website is used for items/services which are expected to exceed \$15,000.
2. **Questions** – Information about center locations is on the SC Workforce System website, scworks.gov. Bidders may visit facilities during normal business hours. Conversations with center staff will not replace specifications listed in this solicitation.
3. **Due Dates for Response**- All proposals must be received by the date and time specified in the request. Exceptions cannot be made for delays in physical or electronic delivery.
4. **Prohibition of Gratuities** – State law and Upper Savannah policies prohibit respondents from giving any public official or public employee any compensation including promise of future employment to influence action on procurement matters. Public officials/employees are prohibited from receiving any compensation.
5. **Conflict of Interest** – Upper Savannah Workforce Development board members/staff associated with procurement activities, must attest that they (and members of their household) are not employed by, or have a business relationship with any organizations proposing to offer services.
6. **Sealed Bids** – All submissions submitted physically must be in a sealed envelope marked, “*SC Works Video Production Proposal*”. Electronic submissions must have the subject line “*SC Works Video Production Proposal*.” The price cannot be in the subject line. The electronic submission must be static documents and cannot be a link (which can be changed after submission.) Because of file size limits sample videos can be submitted as links.
7. **Responsiveness** – ALL information requested should be submitted together in one envelope or one email. Upper Savannah cannot add to a package already received. If an offeror realizes information was omitted and another package can be submitted prior to the solicitation close, it should turn in another package and ask for the first to be returned. Upper Savannah will not consider proposals which do not meet the requirements.
8. **Receipt and Safeguarding of Proposals** – All proposals received by Upper Savannah prior to the time of opening will be kept unopened. If a proposal is received electronically, the email will remain unopened.

9. **Commitment to Contract** – Responses must be signed by a representative authorized to commit the organization to a contract.
10. **Freedom of Information** - Any proposal received is considered a document under the provisions of the SC Freedom of Information Act (FOIA). Any information that is to be considered confidential and/or proprietary must be clearly identified.
11. **Notification of Winning and Unsuccessful bidders** – All offerors will be notified of the procurement status within a week of the determination.
12. **Opening of offerors** Upper Savannah staff will open response packages after the deadline. Because of potential business disruptions due to COVID, there will not be a public proposal opening, but the opening will be witnessed by a second Upper Savannah staff member.
13. **Section of best offer.** Prior to scoring Upper Savannah will review submissions to ensure they are complete and meet the minimum standards. A panel will use published scoring criteria. The criteria for this offer is:
 - a. Reputation of Production Company – 10 points
 - b. Technical Qualifications – 10 points
 - c. Sample of Work – 10 points
 - d. Proposed Approach to Orientation Video Project – 30 points
 - e. Budget:
 - i. Fixed priced budget for project as described in “d”. 25 points for the lowest offer. More expensive offers will be scored proportionately
 - ii. Estimated cost for possible additions. 15 points for the lowest offer of items described in application. More expensive offers will be scored proportionately.

At least two scorers will be utilized. Panelists must attest they do not have a conflict-of-interest.
14. **Appeals** – All decisions are final. An appeal will be considered only if it is claimed that federal, state, or local laws were violated by the procurement actions. Appeals must be submitted in writing within one week of notification of procurement determination. If it is found the procurement was in violation of law, the procurement will be cancelled.
15. **Upper Savannah reserves the right to cancel the procurement and/or not issue a contract.** Prior to publishing the procurement, an estimate of the cost was developed. Funding is dependent on budget availability. If the best offer is substantially higher than the estimate, or there is not funding for the contract, the procurement will be cancelled.
16. **Prohibition against transferring contract(s) awarded under this procurement opportunity** – Upper Savannah will contract with the organization which has the highest points. While the organizations may hire subcontractors to assist in the production, the organization cannot not subcontract the entire project.
17. **The contractor must follow all applicable federal, state and local laws and ordinances.**
18. **Stephens Amendment Information** - Outreach to laid off workers and On-the-Job Training is funded through a federal CAREER Dislocated Worker grant issued by the US Department of

Labor. (\$2.8M). Additional resources both federal and nonfederal may be available to job seekers. It is expected that 100% of the cost of the video is federal.

Related Documents

Attachment A – Response Packet

Attachment B- Script

Attachment C – Sample Shot List

Attachment D- Brand Standard Information

Date Issued: April 7, 2022

Response Due Date: May 11, 2022

Contact:

Ann Skinner, Workforce Development Director
Upper Savannah Council of Governments
430 Helix Rd, Greenwood, SC 29646
864.941.8074; askinner@uppersavannah.com

**PROPOSALS FOR VIDEO PRODUCTION SERVICES
RESPONSE PACKET
Upper Savannah Council of Governments: Orientation Video
DUE NOON MAY 11, 2022
Must be received at**

Upper Savannah Council of Governments, 433 Helix Road, Greenwood SC 29646

Can also be emailed to: Sandra Moore: smoore@uppersavannah.com

**Submissions that are received late will not be opened,
even if there was a problem with physical or electronic delivery.**

Legal Name of Offeror	
Business or Organization Classification (sole proprietor, LLC, corporation, non-profit, etc.)	
Business Type Name(s) of Owner(s)	
Mailing Address	
Street Address	
Name of Person Completing Application:	
Email	
Phone Number	

Requirements for Offerors:

YES	NO	
		Is legally able to operate as a business in South Carolina
		Has provided video production services at least two years
		Has workers compensation, or is exempt because of organization size. (Certificate of Insurance will be requested before contract execution when applicable)
		The organization and its principals are not on the federal debarment list.

Specifications:

YES	NO	
		The offeror agrees to the specifications set in the Request for Quotes.

Procurement Procedures

YES	NO	
		The offeror will adhere to the policies listed in the procurement policy

Reputation and History of Production Company Questions

How long has the production company been in business?	
List awards or recognition received.	
Who will be responsible for overseeing the production?	
What is the person's role and experience?	
Please list two professional references:	
Has the company, or the person who will be responsible for the production been sued for breach of trust, fraud, copyright infringement or other related matter? If so, please submit a description of the disposition of the case.	<input type="checkbox"/> Yes , <i>submit a description of the disposition of the case</i> <input type="checkbox"/> No

Technical Qualifications Questions

What equipment will be used to videotape content?	
What is the capacity to capture audio from interview subjects?	
What editing equipment will be used?	

Sample of Work

YES	NO	
		I have included a link to two similar videos as requested. Paste link(s) here. Upper Savannah is not responsible for contacting organizations to report a broken link. Sample videos maybe submitted on a Blu-Ray disk if the response package is submitted physically.

Proposed Approach to Orientation Video

Describe internal resources which will be used to create the video, and describe what will be subcontracted or purchased, including voice over talent, graphics, music, stock footage of workers and actors. Outline the proposed timetable to produce the video. How will the production company keep the client informed of activities and seek input regarding creative choices? Describe how finished products will be formatted to be used in web, social media and closed circuit television applications. Please limit response to no more than two pages. (Can be attached.)

Describe:

Budget

\$	<p>Base Price of Primary Product: What is the inclusive price to produce the 6–8 minute orientation video with the specifications listed in the request for proposal which includes all of the elements cited in the proposed approach?</p>
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Proposed Payment Points and Terms

%	Percentage at completion of consultation (may not exceed 25% of total)
%	Percentage at completion of three days of videotaping (Footage must be supplied for payment)
%	Percentage after completion of project

Price for Optional Add-Ons

	1. Price for Spanish voice over and subtitles if video production company provides translation
	2. Price to record Spanish voice over and add subtitles if Upper Savannah provides speaker and translation
	3. Price to make five (5) thirty second videos suitable for YouTube and social media from existing video footage.
	4. Price to add another day in the field videotaping (in Greenville, Spartanburg or Laurens.)
	5. Price to edit work postproduction to change contact information at end, add logos or remove segments.
	5a. Cost per hour of editing.
	Total cost of optional add-ons if 2,3, 4 are utilized and eight (8) additional hours of postproduction editing is utilized.

The proposal submitted is binding for 45 days. The company anticipates entering a contract if it is selected. I have authority to sign contractual documents on behalf of the company.

Name	Title	Date

Attachment B

If you have learned that you may lose your job, you may be wondering what is next. Unemployment replaces a just a portion of your paycheck and is limited to no more than 20 weeks. Please know, you have opportunities to get a new job with the potential to earn more. **You are in control and there is a complete system ready to support you.**

If you are or will be laid off due to no fault of your own, you may qualify for significant benefits through the SC Works system. The most significant benefit is enhanced career planning and connections with employers.

SC Works Centers are a part of a nation-wide employment and training network of Americas job centers. Centers are located in every county. At these centers you can find help with:

Job search assistance

On the Job Training and Classroom Training

Job search and planning resources

Support services may be available to assist with transportation, industry required exams and uniforms, and childcare.

Job Search Assistance:

Starting a new job or career can be intimidating. There are small steps you can take to get what you want. The important thing is to start and work on your plan daily.

The easiest step is finding out what jobs are open. You can set up an account through SC Works which will give you access to hundreds of current listings. With this you can broaden your opportunities to not only published jobs, but also those only available exclusively through the SC Works database.

Through the SC Works system, you can set priorities for wages, shifts, commuting areas, and benefits. You can look at similar jobs or expand to different industries. Creating a resume helps employers find you and allows you to automate job matches. Creating your account in SC Works is a requirement of unemployment insurance, but it is also a valuable tool. New jobs get posted daily. Good jobs get filled quickly. Do not miss out.

SC Works Centers frequently host job fairs which allow you to meet company representatives in person.

Additional Assistance

Many people can find a good job by using the resources available through www.scworks.org or centers. But some people who are looking to make more money, change directions or address a concern may get further faster with a guide. Help is available through the Workforce Innovation and Opportunity Act program (WIOA). There are many ways to qualify including:

1. Being laid off through no fault of your own (dislocated worker)
2. Needing to transition from family care giver to wage earner
3. Being a returning veteran or dependent spouse

4. Each local area can set enrollment priorities, so please inquire if you have a different situation. You may still qualify.

Everyone has a unique career path. The workforce system has skilled career coaches who helped thousands of job seekers reach their dreams.

Your career coach will help you write a plan that builds on your skills. Most workers have more skills than they realize. They will help you compare your skills with “reach” jobs, jobs which pay more and then help you decide how you want to get there.

Training and Education:

Employers look for skills and require credentials or educational achievement.

SC Works Centers can help you to update your skills or earn credentials fast with either on job training, online or traditional school programs.

On the Job Training allows you to participate in an employer sponsored program where learn skills and earn a paycheck at the same time. Some people learn best by doing. With OJT a training plan is established, and the employer is reimbursed for teaching you important job skills. OJT is flexible, workers are paid and hired on with the company directly. This may be an opportunity for you to start a job where you can thrive and move up.

Classroom training is a fast way of learning technical and hands-on skills. A list of programs sponsored by WIOA is available at SC Works Centers. Some can be completed in less than a month and there are dozens of options that can be attained in less than three months.

Online training gives motivated job seekers an opportunity to learn at their own pace without commuting.

If you want to invest more time in school, there are many opportunities to complete an associate degree with little to no cost in South Carolina. SC Works has up to date information about scholarships and funding.

The number one, most frequently requested job requirement by employers is a high school diploma or GED. If you do not have this credential, a quick pretest can help you figure out how long it would take you to obtain a GED.

Support Services:

Looking for work or going to training while you are not getting a paycheck can be difficult. Do not let finances limit your options. Eligible job seekers may qualify out-of-pocket costs such as gas, childcare, books and supplies, and equipment. SC Works coordinates with partner agencies to meet job seeker needs.

Some individuals may need adaptive equipment or ongoing support for a disability.

If you enroll in approved classroom training, it may be possible to continue to draw your unemployment benefits while you are in sponsored training. If you get a job after you start classroom training, your educational benefits will not stop. Many people work and go to school.

Commitments for financial support are made based on individual needs and local funding.

Resources:

Not all resources are financial, sometimes job seekers just need to connect with others who understand and can help. SC Works has connections to employers, government agencies, and faith-based organizations.

We frequently help job seekers get documents such as social security cards, arrange for driver training or address such background issues. Please ask about additional help you may need.

Call to Action:

You have valuable skills and experience. SC Works can help to you communicate what you have to offer so that you can be connected to employers who want to invest in you.

Looking for your next job is a full-time job and the more you put into it the more you will get back. While it may be tempting to take a step back for a well-deserved break, you don't want to miss your chance to get the good job that you deserve.

Start networking right away by sharing your job search with others. Keep a list of things you've done to hold yourself accountable and to remind yourself of how far you've come.

Follow through with your goals and job leads and don't be afraid to explore better and different opportunities.

To get started visit your local SC Works Center. Make sure to check times for your area's location. When you call or visit a center, please explain that you are a dislocated worker, and this will help you to get priority service. You can also visit SC Works online to explore job listings.

You are in control. You can make choices that will help you find what you want in your next job. You can get further faster with a designated career coach. Consider taking control of your career journey today.

What is needed: This video will require a combination of footage taken at centers, footage taken at scheduled locations to portray on the job training and staged footage either made within the company or obtained through stock footage. Collaboration between Upper Savannah and the production company needs to ensure that the footage will match the script.

There will be three shoot days in total. Each day the production company needs to have availability within the time of 9:00 a.m. to 4:00 p.m. but does not need to stay the duration of the time if it is not necessary. Locations may include but is not limited to, on the job training or classroom training. It is expected that one day will be spent in Greenville and/or Spartanburg, one day in Greenwood and/or Laurens and one day in Aiken.

Upper Savannah is responsible for scheduling filming at a time mutually agreed upon with the production company. Upper Savannah will stage screen shots of computer system. The production company may choose to use an actor to portray a client for efficiency.

Shot list for SC Works Centers. This footage should portray helpful staff and friendly faces. This footage is not limited to but should include:

- Sound bites
 - Three sound bites from assigned representatives or clients at the scheduled works center each shoot day. This will be nine sound bites in total for all three locations.
- Establishing shot of building with sign.
- CU of sign.
- Representatives greeting clients*
- Representatives on the phone and working
- Representatives interacting one on one with clients, sitting in office:
 - WS/MS showing representative and client conversing, going over paperwork etc.
 - CU of both representative and client faces
 - CU of representative's hands going over paperwork
 - OTS of both representative and client
- Clients using computers:
 - WS pan of computer room with clients using them
 - OTS of one client using computer to search listings using SC Works search system
 - CU of hand moving mouse and hands typing on keyboard
 - Show staff member helping client with computer search
- Use of software at centers. These should include screen recording and different shot angles to portray the use of this software.
 - Show clients job searching using the software and technology provided at centers.
 - Setting up an account through SC works database.
 - Clients navigating SC Works database
 - Clients using the database to job search.

- Clients setting priorities for job search such as wages, shifts commute etc.
- Show new jobs that are posted daily
- Resources
- Resume creation assistance.
- FAFSA (financial aid application)

Additional footage:

- On-the-Job Training
- Industrial and medical settings
- Classroom settings (welding?)

Other video elements. (These can either be done through the production company or by obtaining rights to stock footage. The most time and cost-efficient method should be chosen)

- Staged footage/stock footage
 - Someone packing up an office and leaving
 - Locked factory gate
 - Transition from caregiver to wage earner
 - Handshake and greeting of job seeker and employer
 - Job interview
 - Online classes

Brand Standards

Must use SC Works Logotype and Brand Identifiers for five workforce areas and include AJC tagline. Eg



The video must contain an EO statement: An Equal Opportunity Program. Auxiliary aids and services available upon request to individuals with disabilities.

Stephens Amendment Information must be included - Outreach to laid off workers and On-the-Job Training is funded through a federal CAREER Dislocated Worker grant issued by the US Department of Labor. (\$2.8M). Additional resources both federal and nonfederal may be available to job seekers. It is expected that 100% of the cost of the video is federal.

Additional files with brand standards will be provided at contract execution.